(d) the measures devised by Government to help private tourist industry to lure or attract foreign tourists?

THE MINISTER OFTOURISM AND CULTURE {SHRIJAGMOHAN): (a) Promotion of India's tourism products located in the States and UTs including Orlssa and HImachal Pradesh is done in the overseas markets through advertising in the print and electronic media, participation in tourism and trade fairs, organising of workshops, dissemination of information through brochures and CD Roms, inviting media personalities under the hospitality programme etc.

(b) The promotional campaigns are undertaken in the primary and secondary markets, overseas which Include the Americas, Europe, West Asia, East Asia and Australasia.

(c) The proposal to include "Tourism" in the Concurrent List came up for discussion in the State Tourism Minister's Conference held on 5th September, 2002 but there is no consensus on the subject.

(d) Various incentives and concessions have been offered by the Government to help private sector for development of tourism. A Market Development Scheme has been introduced, which provides financial support to the tourism service providers for a number of activities undertaken towards the growth of overseas markets.

Financial assistance for development of Sivaganga district

In Tamil Nadu

732. SHRI S.S. CHANDRAN: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are aware of the historical importance of Sivaganga district in Tamil Nadu;

(b) if so, whether Govern ent will come forward to allot financial assistance to develop this historical place and include it in the all India Tourist map; and

(c) if so, the details thereof?

THE MINISTER OFTOURISM AND CULTURE {SHRI JAGMOHAN): (a) Yes. Sir.

(b) and (c) Development and promotion of places of tourist interest/ spots is the responsibility of the State Governments/UT Administrations concerned. Department of Tourism, Govt, of India provides financial assistance for the identified tourism projects in consultation with them.

Department of Tourism, Government of India has decided that during the 10th Five Year Plan it will identify six travel circuits in the country on an annual basis and develop them. These circuits will be finalised and developed in close coordination and partnership with the State/UT Governments and the concerned Government of India Departments. In addition to this it is proposed to identify one major destination in each State/Union Territory tor overall development each year including the State of Tamil Nadu. During the financial year 2002-2003, Mahabalipuram has been identified for Destination Development.

Cultural festival in Kurukshetra

733. SHRI NANA DESHMUKH; Will the Minister of TOURISM AND CULTURE be pleased to stale:

(a) whether a cultural festival is likely to be organised in Kurukshetra in the month of December, 2002;

(b) if so, what are the details in this regard; and

(c) what other steps are being taken by Government to develop Kurukshetra as an international pilgrimage and tourist destination?

THE MINISTER OFTOURISM AND CULTURE {SHRI JAGMOHAN): (a) Yes, Sir

(b) A total of about 1000 folk artists/staff members would be participating in the festival, which is to commence from 11th to 15th December, 2002.

(c) A series of steps are being taken to promote Kurukshetra as a 'cultural-cum-tourist destination by developing Jyotisar, Brahamsarovar, Tapovan Park and Sheikh ChehliTomb along with Harshvardhan Park at Kurukshetra.